

Houston

Academy

The AMA Academy is a series of seven educational events that take a deeper look into some of the opportunities and challenges facing every marketer. At each event, one keynote speaker will present a bird's eye view of the topic at hand to both members and non-members. Following each keynote, a limited number of chapter members will be able to stay for an in-depth, hands-on workshop to learn how to apply their new knowledge to their own day-to-day functions.

AMA Academy Title Sponsor

\$7,000 / \$5,000 (Member)

- Listed as title sponsor for all 6 remaining events Academy events.
- Company spokesperson gives one-minute verbal presentation at the beginning of each event or the company can ask a thought-leader to present in the time allotment.
- Company can provide one-blog post per month for the AMA website with link back to the company site.
- Company logo listed on AMA Houston home page as Annual Sponsor.
- Company logo listed on all AMA slideshows as Annual Sponsor.
- Company can send one email in May 2017 to all past Academy attendees. Email content must be provided to AMA. AMA will send the email blast out on behalf of the company.
- Company logo listed above the fold on all AMA Academy event emails to 7,500 AMA email subscribers – minimum of 14 emails.
- Company name listed in social media promoting AMA Academy – 7 times per year
- Table display space at all events
- AMA provides title sponsor signage with company logo at all Academy events
- Opportunity to provide handouts at each seat.
- Name badge with sponsor ribbon
- 4 tickets to the main presentation and 4 tickets to the workshop for all 7 events

AMA Academy Presenting Sponsor – Single Event \$1,000 / \$900 (Member)

- Listed as presenting sponsor for all event promotions.
- Large company logo with link to company website listed under Presenting Sponsor in email promotions; 7,500 AMA email subscribers – minimum of 2 emails.
- Company spokesperson gives one-minute verbal presentation at the end of each event or the company can ask a thought-leader to present in the time allotment.
- Large company logo on event promotion postcards – if applicable.
- Table display space
- Opportunity to provide handouts for each seat
- Opportunity to collect business cards in exchange for raffle
- Large company logo in AV program
- Large company logo on AMA Houston event web page
- Name badge with sponsor ribbon
- 4 tickets to the main presentation and 4 tickets to the workshop

AMA Academy Event Sponsor – Single Event \$900 / \$800 (Member)

- Medium company logo with link to company website listed under Event Sponsor in email promotions; 7,500 AMA email subscribers – minimum of 2 emails.
- Medium company logo on event promotion postcards – if applicable.
- Table display space
- Verbal recognition from podium by AMA board member
- Opportunity to provide handouts for each seat
- Opportunity to collect business cards in exchange for raffle
- Medium company logo in AV program
- Medium company logo on AMA Houston event web page
- Name badge with sponsor ribbon
- 2 tickets to the main presentation and 2 tickets to the workshop

AMA Academy Supporting Sponsor – Single Event

\$600 / \$500 (Member)

- Small company logo with link to company website listed under Event Sponsor in all email promotions; 7,500 AMA email subscribers – minimum of 2 emails.
- Small company logo on event promotion postcards – if applicable.
- Verbal recognition from podium by AMA board member
- Small company logo in AV program
- Small company logo on AMA Houston event web page
- Name badge with sponsor ribbon
- 1 ticket to the main presentation and 1 ticket to the workshop

AMA Academy Breakfast Sponsor

\$400 / \$300 (Member) or In-Kind

- Verbal recognition from podium by AMA board member
- Small logo as breakfast sponsor in A/V program
- Name badge with sponsor ribbon
- 1 ticket to the main presentation

Sponsor Form

Name of Company/Organization Sponsoring: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Name: _____

Email: _____ Phone: _____

What event and date: _____ Amount: _____

Name of Attendees: _____

By signing below, I agree to pay the fee indicated and agree to all terms of this agreement.

Signature: _____ Date: _____ Payment Method: _____

Email completed Sponsorship Agreement and Logo to sponsorships@amahouston.org . Logo should be an EPS file or a PNG file.

Notes* *Payment must be received for benefits to begin. Logo must be received before production or printing/publishing deadline or at least five days prior to production for the listed benefits, whichever occurs first. No credits are provided for benefits that are missed. Please see payment form for more information.*

Credit Card Instructions: AMA accepts credit card payments via our online form. Please contact the Sponsorship Committee for the link: sponsorships@amahouston.org.

Check instructions: Please make checks payable to AMA Houston and mail with completed Sponsorship Package Form:

American Marketing Association - Houston Chapter
PO Box 27983
Houston TX 77227-7983

To receive Optional benefits, sponsor must notify event chair at least four (4) weeks prior to event (or by the deadline stated for that option by the event chair or sponsorship chair, if different). Space for tables is limited, and table space only applies for regular luncheons, regular SIG workshop events and the annual conference. At least three (3) weeks notice is required for table/table space at events. If table requests exceed the available space, the partner/sponsor table space available will be shared. If a sponsor or partner requests a table and doesn't use it, the sponsor or partner will forfeit this benefit for the balance of the Agreement term. Any sponsor sign/identification must fit on or immediately behind the 6' table or portion thereof allotted to sponsor. For the sponsor's logo to be included in a specific benefit listed (sign, printed program, AV program, digital communication/website, etc.), the sponsor must submit the logo per graphical specifications prior to the production deadline for that benefit (ask event chair deadline). The sponsor is responsible for bringing handouts sufficient for the number of attendees prior to the start of event (ask event chair for count and delivery procedures). Due to variations among venues and seating, the location of said handouts is at the discretion of the event chair. For the optional raffle drawing, the sponsor is to provide a valuable prize, and, after the event, the chair will provide a photocopy of the business cards submitted. To attend using the complimentary event ticket(s), the sponsor must RSVP to the event chair by the online registration deadline (same deadline applies to printed badges and ribbons as well). Sponsor may purchase additional event registrations online at the regular fee. Any unused benefits expire the date of event unless stated otherwise and all benefits expire at end of agreement term. The optional direct mailing to attendees or members is for one mailing only and requires the sponsor to sign a list use agreement that reiterates said terms. The sponsor is responsible for the cost of the item to be mailed and any associated postage or mail handling fees. For mailings, the sponsor is to use a bonded mailing firm or the chapter's bonded mailing firm (no self mailing unless the sponsor has an in-house bonded mailing department). At least three (3) weeks advance notice is required for use of a mailing list. All benefits in this agreement, including the mailing options, expire at the end of the agreement term if not used. **AMA Houston does not provide email addresses to any outside entity for any purpose.**